RJ Reynolds
Tobacco Company

Sales		Retail	
1221		1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	REM

G. N. Kuruc, Jr.
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Phone 732-225-4774
Fax 732-417-9076

January 20, 1998

To: NY Metro ROU
Philadelphia ROU

RE: Carton Merchandising Planograms (updated)
Foodarama Supermarkets (1150-00-00)

Please send a complete copy of the enclosed set of carton merchandising planograms to all Retail Representatives with Foodarama Stores.

Thanks!

Nick Kuruc

51846 2310

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

Foodarama Supermarkets

Carton Merchandising Planograms

January 1998

51846 2311

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

506 East Windsor

Jan 1998

RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR	RJR
LOR	RJR	RJR	RJR	RJR
LOR	LOR	BAT	BAT	BAT
PM	PM	PM	PM	PM
PM	PM	PM	PM(6)LIG(6)	PM
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR	[redacted]	108
P M	[redacted]	114
BAT	[redacted]	36
LOR	[redacted]	36
L&M	[redacted]	6
Other	[redacted]	
TOTALS		300

RJ Reynolds Tobacco Company

Approved By : *Date :*

518462312

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

575 FRANKLIN//629 BRIELLE

April 1997

RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR
RJR	RJR	RJR
LOR	LOR	LOR
LOR	BAT	BAT
PM	PM	BAT
PM	PM	PM
PM	PM	PM(4)LIG(8)
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR	[redacted]	72
P M	[redacted]	88
BAT	[redacted]	36
LOR	[redacted]	48
L&M	[redacted]	8
TOTALS		252

RJ Reynolds Tobacco Company

Approved By : *Date :*

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

513 OAKTREE/ 573 EDISON

April 1997

PM Contract

RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM	PM
PM	PM	LOR	BAT	BAT	PM
PM	PM	LOR	LOR	BAT	BAT(4)LIG(8)
4 FT 12 ROWS	4 FT 12 ROWS	4FT12ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		72
P M		132
BAT		40
LOR		36
L&M		8
TOTALS		288

RJ Reynolds Tobacco Company

Approved By :

Date :

51846 2314

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

193 Marlboro/617 Montgomery

PM CONTRACT STORE

April 1997

SAVINGS BRANDS

RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR
LOR	LOR	RJR	RJR
PM	PM	PM	PM
PM	PM	BAT	PM
PM	PM	BAT	BAT(4)LIG(8)
4 ft 12 rows	4 ft 12 rows	4 ft 12 rows	4 ft 12 rows

COMPANY	TOTAL ROWS	MONTHLY PAYMENT
RJR	72	0
P M	108	0
BAT	28	0
LOR	24	0
L&M	8	0
Other		0
TOTALS	240	0

RJ Reynolds Tobacco Company

Approved By :

Date :

518462315

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

637 Belmar/625 Hazlet

April 1997

SAVINGS BRANDS

RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR
LOR	LOR	RJR	RJR
LOR	BAT	BAT	BAT
LOR	PM	PM	PM
PM	PM	PM(4)LIG(8)	PM
4 ft 12 rows	4 ft 12 rows	4 ft 12 rows	4 ft 12 rows

COMPANY	TOTAL ROWS	MONTHLY PAYMENT
RJR	72	0
P M	78	0
BAT	48	0
LOR	36	0
L&M	8	0
Other		0
TOTALS	240	0

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2316

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

525 WOODBRIDGE/552 PISCATAWAY

April 1997

RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
LOR	LOR	BAT	BAT
LOR	LOR	PM	BAT
PM	PM	PM	PM
PM	PM	PM	PM
PM	PM	PM	LIG
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		84
P M		144
BAT		36
LOR		48
L&M		8
TOTALS		320

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2317

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

602 Lakewood

April 1997

RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
LOR	LOR	LOR	BAT
LOR	BAT	BAT	BAT
PM	PM	PM	PM
PM	PM	PM	PM
PM	PM	PM	LIGGETT
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	3 FT 9 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		90
P M		126
BAT		42
LOR		48
L&M		9
TOTALS		315

RJ Reynolds Tobacco Company

Approved By :

Date :

518462318

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

585 EAST BRUNSWICK

April 1997

RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR
RJR	RJR	RJR
LOR	LOR	BAT
LOR	BAT	BAT
LOR	PM	PM
PM	PM	PM
PM	PM	PM(4)LIG(8)
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		72
P M		88
BAT		36
LOR		48
L&M		8
TOTALS		252

RJ Reynolds Tobacco Company

Approved By : *Date :*

518462319

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

627 MIDDLETOWN

April 1997

RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
LOR	LOR	BAT	BAT
LOR	LOR	BAT	BAT
LOR	PM	PM	PM
PM	PM	PM	PM
PM	PM	PM	LIG
3 FT 9 ROWS	3 FT 9 ROWS	3 FT 9 ROWS	3 FT 9 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		72
P M		90
BAT		36
LOR		45
L&M		9
Other		
TOTALS		252

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2320

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

299 NEPTUNE

April 1997

RJR ADV	RJR ADV	RJR/PM ADV
RJR	RJR	RJR
LOR	RJR	RJR
LOR	BAT	LOR
PM	BAT	BAT
PM	PM	PM
PM	PM(8)LIG(8)	PM/LIG
6 FT 18 ROWS CARTONS	6 FT 18 ROWS CARTONS	3 FT PACK SECTION

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		54
P M		80
BAT		36
LOR		36
L&M		8
Other		
TOTALS		214

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2321

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

641 BRICKTOWN

April 1997

RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
LOR	LOR	BAT	BAT
LOR	LOR	BAT	BAT
PM	PM	PM	PM
PM	PM	PM	PM
PM	PM	PM	PM(4)LIG(8)
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		96
P M		136
BAT		48
LOR		48
L&M		8
Other		
TOTALS		336

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2322

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

553 Parlin/607 Freehold

April 1997

RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR	RJR	RJR
LOR	LOR	BAT	BAT	RJR	RJR
LOR	LOR	PM	PM	BAT	BAT
PM	PM	PM	PM(4)LIG(8)	PM	PM
4 FT 12 ROWS	4 FT 12 ROWS	4FT12ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		96
P M		88
BAT		48
LOR		48
L&M		8
TOTALS		288

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2323

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

623 WEST LONG BRANCH

April 1997

RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR	RJR	RJR
LOR	LOR	LOR	BAT	BAT	BAT
LOR	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM(4)LIG(8)
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		84
P M		112
BAT		36
LOR		48
L&M		8
TOTALS		288

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2324

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

603 ABERDEEN

April 1997

RJR ADV	RJR ADV	RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR	RJR	RJR
LOR	LOR	LOR	BAT	RJR
LOR	PM	PM	BAT	BAT
PM	PM	PM	PM(4)LIG(8)	PM
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		72
P M		76
BAT		36
LOR		48
L&M		8
Other		
TOTALS		240

RJ Reynolds Tobacco Company

Approved By : *Date :*

51846 2325

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

Neptune Liquor Store

April 1997

RJR ADV	RJR ADV	RJR ADV
RJR	RJR	RJR
RJR	RJR	RJR
LOR	LOR	LOR
BAT	BAT	PM
PM	PM	PM
4 FT 12 ROWS	2.5 FT 8 ROWS	2.5 FT 8 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR	[redacted]	56
P M	[redacted]	36
BAT	[redacted]	20
LOR	[redacted]	28
L&M	[redacted]	0
Other	[redacted]	
TOTALS		140

RJ Reynolds Tobacco Company

Approved By :

Date :

51846 2326

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000

FOODARAMA SUPERMARKETS

FREEHOLD LIQUOR STORE

April 1997

RJR ADV	RJR ADV
RJR	RJR
RJR	RJR
LOR	LOR
LOR	BAT
PM	BAT
PM	PM
PM	PM
4 FT 12 ROWS	3 FT 9 ROWS

COMPANY	MONTHLY PAYMENT	TOTAL ROWS
RJR		42
P M		54
BAT		24
LOR		36
L&M		0
Other		
TOTALS		156

RJ Reynolds Tobacco Company

Approved By : *Date :*

518466 2327

Source: https://www.industrydocuments.ucsf.edu/docs/skly0000